

August 29, 2025

MACP Announces Strategic Partnership with the TV Osaka Group

Launch of the First “Regional Co-Creation Project” in the Kansai Area
with a Major Commercial TV Network Group

M&A Capital Partners Co., Ltd. (MACP), headquartered in Chuo-ku, Tokyo and led by President Satoru Nakamura, is pleased to announce the launch of the 17th installment of its “Regional Co-Creation Project,” aimed at expanding options for business succession and growth. On August 29, 2025, MACP entered into a strategic business partnership with TV Osaka Service Inc., a member of the TV Osaka Group, marking the first such initiative in the Kansai region in collaboration with a major commercial TV network group.



■ Background of the Partnership

The Kansai region, centered around Osaka, has long served as a core hub of commerce and industry in Japan. With a well-developed transportation network and a concentration of advanced industries such as manufacturing, pharmaceuticals, electronics, and chemicals, the region is home to many global companies. Additionally, Osaka has historically flourished as a commercial city, with active wholesale and retail sectors forming a vital part of the regional economy.

However, according to Teikoku Databank, the rate of companies without successors in the Kansai region exceeds the national average. This issue is particularly severe among small and medium-sized enterprises (SMEs), which are the backbone of the regional economy. In key industries such as manufacturing, wholesale, and retail, aging business owners face increasing difficulty in securing successors.

If succession planning is not undertaken and aging continues without successors, businesses may be forced to close, affecting employees, their families, business partners, and the broader regional economy. The loss of accumulated technologies and know-how would also be a significant setback. It is therefore essential for business owners to proactively consider succession, including successor development and M&A as viable options.

Recognizing this situation, MACP and TV Osaka Service have agreed to collaborate in disseminating information and raising awareness about business succession and growth strategies among business owners in the Kansai region. By combining MACP's extensive M&A advisory experience with the TV Osaka Group's strong media presence and regional trust, the partnership aims to contribute to the revitalization of the Kansai economy.

■ Overview of the Business Partnership

This initiative follows MACP's October 2023 collaboration with national newspapers and marks a new phase of outreach through television media. As the 17th installment of the "Regional Co-Creation Project," MACP has entered into a strategic partnership with the TV Osaka Group, which has a strong media presence in the Kansai area, to broaden awareness of business succession and growth options.

MACP has previously collaborated with the TV Osaka Group through appearances on programs such as "LBS – Local Business Satellite" and through the broadcast of its TV commercial featuring the "Lion President." These efforts have helped increase recognition among business owners in the Kansai region. By leveraging television media alongside print, the partnership will enhance visual engagement and reach a broader audience, further strengthening awareness of succession and growth strategies.

Going forward, the two companies will collaborate to effectively deliver information to business owners in the Kansai region and introduce companies facing challenges in succession, growth strategy, or corporate revitalization. *

(*Corporate revitalization will be handled by Mirai Financial Planning Co., Ltd., a member of the MACP Group.)

■ Company Overview

Company Name: M&A Capital Partners Co., Ltd. (Listed on the Tokyo Stock Exchange Prime Market, Securities Code: 6080)

Location: 36th Floor, Yaesu Central Tower, Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo

Representative: President Satoru Nakamura

Established: October 2005

Business Description: M&A brokerage services

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